

JUL 22 1924 /

©CIL 20416 ✓

✓ANOTHER SCANDAL ✓

Photoplay in eight reels ✓

✓Story by Cosmo Hamilton ✓

Directed by E. H. Griffith ✓

Author of photoplay (under Sec. 62)
Tilford Cinema Corporation of the U. S.

JUL 22 1924

Washington, D. C.

July 22, 1924

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Tilford Cinema Corporation

Another Scandal (8 reels)

Respectfully,

FULTON BRYLAWSKI

The Tilford Cinema Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Another Scandal	7/22/1924	LOCAL 20416

The return of the above copies was requested by the said
Company, by its agent and attorney on the 22 day of
July and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

JUL 22 1924

Here is a made-to-order box-office success—a big star, a big director and a big story by a big author.

PRESS SHEET

ON

©CIL 20416

"Another Scandal"

W. W. HODKINSON CORPORATION, 469 FIFTH AVENUE

LOIS WILSON AND SUPERB CAST MAKE OF COSMO HAMILTON'S LATEST ONE OF SEASON'S OUTSTANDING

THESE ARE FOR THE ANSWER MAN

Genevieve: Lois Wilson is the star of "Another Scandal," the screen version of Cosmo Hamilton's latest novel. Yes, she has the leading feminine role in "The Covered Wagon." Some of her other pictures are: "Miss Lulu Bett," "Is Matrimony a Failure?" "Manslaughter," "Our Leading Citizen," "Icebound," and "Monsieur Beaucaire." Miss Wilson has brown hair and hazel eyes.

Old 'Un: Flora Le Breton is the charming little person who plays the "baby vamp" in "Another Scandal." Miss Le Breton is an English girl who has appeared on the English speaking stage since she was fifteen and in a multitude of British pictures. "Another Scandal" is her first American picture but judging from the way the American public is taking her to its heart, it certainly won't be her last.

Gregory: Hedda Hopper's latest picture is "Another Scandal," the screen version of Cosmo Hamilton's well-known novel of the same name. Yes, I agree with you that she has the society woman down pat. Did you see her in "Miami?" You'll be able to see "Another Scandal" soon for it's coming to the Theatre. Watch for it—it's too good to miss.

Tito: Holmes Herbert claims bonny Ireland as his native land. His latest picture is "Another Scandal," the screen version of Cosmo Hamilton's great novel. Mr. Herbert plays the leading role opposite Lois Wilson in this production. He is especially well suited for the role of the loving husband who doesn't know anything about women.

Filmette: Bigelow Cooper plays the old roue in "Another Scandal," the screen version of Cosmo Hamilton's novel. Mr. Cooper has appeared in "The Country Cousin," "Law of the Yukon," "Out of the Chorus," "The Prophet's Paradise" and "God's Crucible."

Gosh: "Another Scandal" was adapted by G. Marion Burton from Cosmo Hamilton's great novel. Lois Wilson is starred. The cast includes: Holmes Herbert, Flora Le Breton, Ralph Bunker, Zeffie Tilbury, Hedda Hopper, Bigelow Cooper, Ralph W. Chambers and Harry Grippe. The story is about marriage and the average man's lack of understanding of the kinks of "girl-stuff." Don't miss it—it's a great picture!

Rachel: The pictures in which Zeffie Tilbury has appeared include: "Mothers of Men," "The Marriage of William Ashe," "Camille" and "Another Scandal," the screen version of Cosmo Hamilton's novel, starring Lois Wilson.

Petro: "Another Scandal," the picture version of Cosmo Hamilton's novel, was directed by E. H. Griffith. His name has been connected with over three hundred successful photoplays. He is a former newspaper man and began in the movie game as a scenario writer. During his career as a director he has worked with many stars including: Lionel Barrymore, Alma Rubens, Alice Brady, Corinne Griffith and Alice Joyce.

Alice: The photoplay "Another Scandal" was adapted by G. Marion Burton from the novel by Cosmo Hamilton. Mr. Hamilton has written a multitude of plays and novels.

LOIS WILSON IN "ANOTHER SCANDAL"

From Cosmo Hamilton's latest and greatest novel

WITH

Holmes Herbert, Flora Le Breton, Ralph Bunker, Zeffie Tilbury, Hedda Hopper and Bigelow Cooper

An E. H. GRIFFITH Production

Produced by
TILFORD CINEMA CORP.

Adapted by
G. MARION BURTON

Distributed by the W. W. HODKINSON CORPORATION

THE CAST

Beatrice Franklin	Lois Wilson
Pelham Franklin	Holmes Herbert
Malcolm Fraser	Ralph Bunker
May Beamish	Flora Le Breton
Valentine Beamish	Ralph W. Chambers
Elizabeth Mackenzie	Hedda Hopper
Brownie	Zeffie Tilbury
Mitchell Burrows	Bigelow Cooper
Alec Greenwood	Alan Simpson
'Arry 'Arris	Harry Grippe

THE STORY

Beatrice Franklin, about to become a mother, acts upon the advice of Malcolm Fraser, her husband's pal and her best friend, and tells her husband, Pelham, to take a cruise on their yacht until after the great event. In her heart, she is hoping that he won't leave her but Pelham, very much in love with her, and she doesn't know it, does.

LOIS WILSON

With

Holmes Herbert

Flora Le Breton

Ralph Bunker

Zeffie Tilbury

Hedda Hopper

Bigelow Cooper

in



"ANOTHER SCANDAL"

A startling story of a wife who has her "girl-stuff," a husband who knew women and an irresistible little gold-digger everything about men.

Adapted by
G. MARION BURTON

from Cosmo Hamilton's latest and greatest

Produced by the
TILFORD CINEMA CORP.

an
E. H. GRIFFITH PRODUCTION

A HODKINSON
Release



Now Playing at the Capitol

Three-Column Ad Cut No. 4

Pithy Paragraphs for Your Page

SS SHEET ON er Scandal"

Thousands of people who have read Cosmo Hamilton's great novel are waiting eagerly to see this screen version.

PORATION, 469 FIFTH AVENUE, NEW YORK CITY

B CAST MAKE PICTURIZATION S LATEST AND GREATEST NOVEL OUTSTANDING SCREEN SUCCESSES



OTHER ANDAL

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G. MARION BURTON

Cosmo Hamilton's latest and greatest novel

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TILFORD CINEMA CORP.

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H. GRIFFITH PRODUCTION

HODKINSON
Release



g at the Capitol Theatre

Three-Column Ad Cut No. 4

Brief Biographies

LOIS WILSON:

Was born in Pittsburgh, Pa., and educated in Alabama. Began her screen career as representative of Alabama in Universal beauty contest. Her pictures include: "Miss Lulu Bett," "The World's Champion," "Is Matrimony a Failure?", "Our Leading Citizen," "Manslaughter," "Bella Donna," "Only 38," "Icebound," the great epic, "The Covered Wagon," and "Monsieur Beaucaire." Has brown hair and hazel eyes.

HOLMES HERBERT:

Was born in Ireland and educated in England. Appeared on the American stage for seven years. His pictures include: "A Doll's House," "The Right to Love," "The Truth About Husbands," "Wild Goose," "Any Wife," "Evidence," "A Woman's Woman" and "The Enchanted Cottage."

FLORA LE BRETON:

Is an English girl. First part on the stage at the age of fifteen, as leading woman to Gerald Du Maurier. Her English pictures include: "The Great Adventure," "Cocaine," "Soul's Awakening," "Love's Inference," "Through Fire and Water," "The Gypsy Cavalier," "The Mistletoe Bough," "Little Miss Nobody," "God's Prodigal," "I Will Repay," "Tons of Money" and "The Cause of All the Trouble." "Another Scandal" is her first American picture. She is also a dancer of note. She won the World's Amateur Dancing Championship of 1923.

RALPH BUNKER:

Former Instructor in Public Speaking and Interpretation of Dramatic Literature at Harvard. Gave up teaching for professional stage and other Broadway productions. His picture career includes parts with both the Talmadges and with Marguerite Clayton and Catherine Calvert. Has black hair and screen black eyes.

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BIGELOW COOPER:

Veteran of stage and screen. Pictures include: "The Country Cousin," "The Law of the Yukon," "Out of the

(An Advance Story. Take it to your editor before your play date).

FLAPPER JUSTIFIED IN HAMILTON STORY

"Another Scandal" Shows Modern Girl Makes Real Wife.

LOIS WILSON PORTRAYS HER

Popular Star Triumphs in Picturization of Great Novel.

In "Another Scandal," the picturization of Cosmo Hamilton's latest and greatest novel, which comes to the Theatre for a.....run next....., the screen at last is given a true treatment of the primary factors of a happy marriage.

Hamilton's masterpiece primarily deals with the fact that love, romance, loyalty, and humor are absolutely essential to insure the enjoyment of married life to its fullest extent. Without loyalty there inevitably results broken hearts and shattered home ties which react far harder on the children of that marriage than on the persons committing the crime. Without romance, there inevitably results the dullness of married life that gradually sets the wedge at work which eventually destroys loyalty. Without humor there is a grating of personalities between the married ones that has soon the same result.

All of this is brought out masterfully in Lois Wilson's portrayal of "Bee," the devoted wife and "graduated" flapper. She loves her husband almost too well. She loves him so much that she deliberately wounds him in his tenderest spot, his love for her, as a result of pique because he did as she requested. When the breaking point is reached, he leaves, but she loves him so much that she stages one of the most daring fights in literature to hold him.

In one way, the picture is a justification of the flapper. What her grandmother hid behind false modesty the flapper does openly. She realizes that her flapperisms can last at best only three or four years before she is inevitably replaced by younger flappers. However, in these three or four years the flapper is associated with all kinds of men, the best and the worst, and when she does finally give her heart to a man it is inevitably to a MAN in every sense of the word. She has learned to be able to pick the false from the true; she has

"baby vamp" in "Another Scandal." Miss Le Breton is an English girl who has appeared on the English speaking stage since she was fifteen and in a multitude of British pictures. "Another Scandal" is her first American picture but judging from the way the American public is taking her to its heart, it certainly won't be her last.

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Ralph Bunker, Zeffie Tilbury, Hedda Hopper, Bigelow Cooper, Ralph W. Chambers and Harry Grippe. The story is about marriage and the average man's lack of understanding of the kinks of "girl-stuff." Don't miss it—it's a great picture!

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**LOIS WILSON
IN
"ANOTHER SCANDAL"**

From Cosmo Hamilton's latest and greatest novel

WITH

Holmes Herbert, Flora Le Breton, Ralph Bunker, Zeffie Tilbury, Hedda Hopper and Bigelow Cooper

An E. H. GRIFFITH Production

Produced by
TILFORD CINEMA CORP.

Adapted by
G. MARION BURTON

Distributed by the W. W. HODKINSON CORPORATION

THE CAST

Beatriz Franklin	Lois Wilson
Pelham Franklin	Holmes Herbert
Malcolm Fraser	Ralph Bunker
May Beamish	Flora Le Breton
Valentine Beamish	Ralph W. Chambers
Elizabeth Mackenzie	Hedda Hopper
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THE STORY

Beatriz Franklin, about to become a mother, acts upon the advice of Malcolm Fraser, her husband's pal and her best friend, and tells her husband, Pelham, to take a cruise on their yacht until after the great event. In her heart, she is hoping that he won't leave her but Pelham, very much in love with her and obedient to her every whim, does what she commands, although he hates to go.

Elizabeth Mackenzie, Pelham's cousin, whom Beatriz has invited to go on the cruise with Pelham and Malcolm, brings along May Beamish, an English friend staying with her. May is a young adventuress who has made an unfortunate war marriage and has come to America in the hope of finding a man who will give her the luxury that she has craved all her life. She tries all her tricks on Pelham but realizes that he is a "one-woman man" and very much in love with his wife; so she changes her tactics and establishes the sort of mannish relations that will make it easy for her to ask for money help.

Beatriz, who has come across a letter to Pelham from May, realizes that she is trying to "gold-dig." In order to become acquainted with her, Beatriz invites May to the dinner that is to celebrate her first appearance downstairs since the birth of her son.

At this visit Beatriz and May realize each other's competency.

Beatriz, still piqued because Pelham went away when she sent him, invites Alec Greenwood to visit them. Greenwood is a waster, in love with Beatriz and heartily disliked by Pelham. Beatriz deliberately wounds Pelham, by staying out riding with Alec late at night. Pelham sends Alec away and upbraids Beatriz. Led on by a streak of perversity or "girl-stuff" to say the very opposite of what her love for her husband prompts her to, she sends him away.

Pelham goes to New York and opens up the apartment he had lived in before his marriage. Malcolm follows and begs him to come back and make up the quarrel, but he refuses to climb the wall that Beatriz has put up. Pelham in his loneliness runs into May Beamish, and takes her around.

Valentine Beamish, May's husband, has come to New York with his "batman," 'Arry 'Arris. Beamish has a friendly talk with May. They both want to be free and May persuades him to divorce her instead of giving her a divorce. Her plan is to compromise Pelham so that Beatriz will divorce him. Valentine agrees to leave the whole matter in May's hands.

Beatriz comes to the apartment with Malcolm to make up the quarrel and finds May waiting for Pelham. She tells May to leave, but she refuses. When Pelham comes in, he is cordial but hastens away with May to the theatre. Beatriz refuses to admit defeat.

The next day, Beatriz on her way to take dinner with Malcolm, passes Pelham's apartment and overhears May giving instructions to a detective. Beatriz formulates a plan to save her husband.

On the night that Pelham and May are to be caught in flagrante delicto, Beatriz waits in Malcolm's apartment over Pelham's. May comes to his rooms, saying that she has been in a taxi-crash and promptly faints in his arms. While Pelham is getting some brandy, she partly disrobes. Beatriz climbs down the fire-escape and is in time to greet the detectives and spoil the affair.

May takes the matter philosophically and decides that she will have to marry Mitchell Burrows, a certain old man, after all. Pelham and Beatriz are reconciled.

Holmes Herbert
Flora Le Breton
Ralph Bunker
Zeffie Tilbury
Hedda Hopper
Bigelow Cooper

in

"ANOTHER SCANDAL"

A startling story of a wife who had her "girl-stuff," a husband who knew women and an irresistible little gold-digger everything about men.

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 HODKINSON
Release

Now Playing at the Capitol

Three-Column Ad Cut No. 4

Pithy Paragraphs for Your Program And the Moving Picture

Flora Le Breton almost lost her life during the filming of "Another Scandal," Lois Wilson's new picture, a screen version of Cosmo Hamilton's great novel. Miss Le Breton, who has a prominent role, was required to dive off a yacht, and pretend to drown in order to be rescued by the hero, played by Holmes Herbert. The picture was filmed in Florida in water where the current is very strong.

Miss Le Breton is a good swimmer but she could not battle the force of the tide. It carried her quite a way before she was rescued by a very much frightened company. It was just her good fortune that she was not hurled under the boat or bitten by sharks which infest the Florida waters.

Lois Wilson has declared that "Another Scandal" is her best picture—which is saying something when one remembers "The Covered Wagon," "Monsieur Beaucaire" and "Icebound" are among her many successes.

"Another Scandal" is a picturization of Cosmo Hamilton's latest novel. It is a gripping story of marriage and the flapper after she has stopped "flapping."

Holmes Herbert, who is Lois Wilson's leading man in "Another Scandal," the screen version of Cosmo Hamilton's latest novel, believes that the screen requires the best an actor has to give. He says acting for the stage and for the screen are very much alike, but sometimes one can cheat a bit, or "let down" on the stage but never can fool the camera. Mr. Herbert ought to know whereof he speaks for he has appeared on both the stage and the screen for a good many years.

"Another Scandal," in which Lois Wilson is starred, has some of the most beautiful locations ever screened.

Many of the scenes were filmed on the gorgeous Florida estate, El Jardin, owned by a Los Angeles clergyman. The architecture of the house is Italian Renaissance and there are beautiful grounds with cocoanut groves and a sparkling swimming pool. No motion picture has ever had such an estate before. It was procured for this instance by the company's donating a sum of money to the church building fund.

Harry Grippe, who plays 'Arry 'Arris, a prominent character role in "Another Scandal," the picturization of Cosmo Hamilton's latest novel, was known among the company as "the man of mystery." He is a wonderful athlete and practically always plays daredevil parts in pictures—but no one ever saw him exercise. He is good looking but he makes up so that you would hardly know it from his pictures; he is wealthy enough not to have to work but he has been an actor for a long time and practically always wants and gets a part that no one else is anxious to play.

"Another Scandal," Lois Wilson's new starring vehicle, boasts a real Cherokee Indian in the cast. His name is William Lindsay. Director E. H. Griffith picked him up down in Florida where the picture was filmed, and was surprised that he could act so well. It turned out that he had appeared in pictures ten years ago and was with the 101 Ranch, Wild West Show. He plays a detective in "Another Scandal."



ANOTHER SCANDAL

story of a wife who hadn't outgrown a husband who knew nothing about irresistible little gold-digger who knew it men.

Adapted by
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no Hamilton's latest and greatest novel

Produced by the
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GRIFFITH PRODUCTION

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at the Capitol Theatre

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for Your Program
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"Another Scandal," Lois Wilson's new picture, was adapted by G. Marion Burton from Cosmo Hamilton's novel of the same name. It is a story of marriage and a justification of the flapper, for it is Hamilton's contention that flapperism is the best school to fit a girl for marriage and motherhood. Miss Wilson's supporting cast includes Holmes Herbert, Flora Le Breton, Zeffie Tilbury, Ralph Bunker, Hedda Hopper and Bigelow Cooper.

Ralph Bunker, who plays "the poet in goggles," in "Another Scandal," the screen version of Cosmo Hamilton's novel, is another actor who deserted the classroom for the stage. Mr. Bunker was an instructor at Harvard when the lure of the footlights "got" him. He has appeared in many New York productions and is to have the comedy lead in Cosmo Hamilton's new play, "Society." His pictures include parts with the Talmadges and other stars.

Lois Wilson is the star of "Another Scandal." Besides Mr. Bunker, her supporting cast includes: Holmes Herbert, Flora Le Breton, Zeffie Tilbury, Hedda Hopper and Bigelow Cooper.

When a flapper has a flapper for an opponent, there's bound to be a grand battle. In "Another Scandal," the picturization of Cosmo Hamilton's latest novel, an American girl and an English girl, both of which have been trained in their native school of flapperism, match their wits for a man. The struggle makes one of the most interesting stories ever screened. Lois Wilson plays the American girl, and Flora Le Breton, an English girl herself, is seen as the English rival.

Donna," "Only 38," "Icebound," the great epic, "The Covered Wagon," and "Monsieur Beaucaire." Has brown hair and hazel eyes.

HOLMES HERBERT:

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BIGELOW COOPER:

Veteran of stage and screen. Pictures include: "The Country Cousin," "The Law of the Yukon," "Out of the Chorus," "The Prophet's Paradise" and "God's Crucible."

RALPH W. CHAMBERS:

Was with many stock companies as leading man before entering pictures. Also with the "All Star Community Players," the first venture of its kind in the U. S., produced under the direction of Jessie Bonstelle. Has his own company through the South, where he is best known. Has appeared in several pictures for Metro.

ALAN SIMPSON:

"The Arrow Collar Man." Pictures include "A Society Scandal," "Miami," "Her Own Free Will" etc.

COSMO HAMILTON, Author:

Famous English playwright-novelist is a brother of Sir Phillip Gibbs, K. B. E., war correspondent and author, and Hamilton Gibbs, M. C. author of Gun Fodder. Mr. Hamilton's plays include: "The Catch of the Season," "The Beauty of Bath" and "The Belle of Mayfair."

In five consecutive years there was no time when one or more of his plays were not running in London.

His novels include "The Blue Moon," "Scandal," "Who Cares?" "His Friend and His Wife," "The Sins of the Children," "The Blindness of Virtue," "The Miracle of Love," "The Rustle of Silk," and "The Door That Has No Key."

E. H. GRIFFITH, Director:

Has been connected with over three hundred successful photoplays. Is a former newspaper and magazine writer. Author of stage plays. Began in the movie game as a scenario writer. During his career as director has worked with many of the foremost stars, among them: Alma Rubens, Alice Brady, Lionel Barrymore, Corinne Griffith and Alice Joyce.

G. MARION BURTON,

Scenarist:

Special scenario writer for Rex Ingram. Co-author of a stage play, "Values," to be produced shortly.

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All of this is brought out masterfully in Lois Wilson's portrayal of "Bee," the devoted wife and "graduated" flapper. She loves her husband almost too well. She loves him so much that she deliberately wounds him in his tenderest spot, his love for her, as a result of pique because he did as she requested. When the breaking point is reached, he leaves, but she loves him so much that she stages one of the most daring fights in literature to hold him.

In one way, the picture is a justification of the flapper. What her grandmother hid behind false modesty the flapper does openly. She realizes that her flapperisms can last at best only three or four years before she is inevitably replaced by younger flappers. However, in these three or four years the flapper is associated with all kinds of men, the best and the worst, and when she does finally give her heart to a man it is inevitably to a MAN in every sense of the word. She has learned to be able to pick the false from the true; she has learned to see behind the veneer and discern the innate qualities of the she has picked.

"Another Scandal" shows the flapper after she has quit flapping; it shows her in the role for which her flapperism has fitted her, the role of a loving mother, a loyal wife and a man's companion. Flapperism puts the girl through the furnace and she either comes out the highest type of a woman or the other. And into this story is written Cosmo Hamilton's supreme belief in woman, his belief that by far the large majority of them withstand the test. It is a fitting answer to critics who assail the flapper for doing what they secretly envy her ability to do.

Cosmo Hamilton believes that flapperism is a university from which women should graduate before they marry; he believes it is there that they receive their training which causes them to recognize motherhood as the summit of all that is worth while in life; as a school of true love where they are taught to abhor the unsocial and to aspire to attain the position for which they were intended.

It is this undercurrent appeal, this powerful answer that makes "Another Scandal" so human a photoplay.

Lois Wilson grasped the motif of Cosmo Hamilton's book; she saw and respected the supreme belief in woman written there; and it inspired her to turn out what will be hailed as her greatest picture of recent years.

Cuts and Mats

For all the ad and scene cuts shown in this press sheet can be procured at your Hodkinson exchange.

ADVERTISING THAT WILL PACK YOUR THEATRE



LOIS WILSON

With

Holmes Herbert Flora Le Breton
Ralph Bunker Zeffie Tilbury
Hedda Hopper Bigelow Cooper

in



"ANOTHER SCANDAL"

By COSMO HAMILTON

Here's the biggest battle of wits between two women ever shown in a picture.

One of them a clever little gold-digger who is not afraid to try every trick in the bag to win another woman's husband — the other a wife who through a streak of feminine perversity has sent her husband away.

Both have beauty and brains—both have been trained in the school of flapperism. WHICH ONE WILL WIN?

A thrilling picturization of Cosmo Hamilton's latest and greatest novel.

Screen Adaptation
By G. Marion Burton

Produced by the
Tilford Cinema Corp.

An E. H. Griffith Production


HODKINSON
release

AT THE CAPITOL THEATRE

..... (date)



Four-Column Ad Cut No. 5

What Becomes of the
Flapper?

SEE

"Another Scandal"

Starring Lois Wilson

..... (date)

Teaser Campaign

Begin using this Teaser Campaign in your newspaper one week before your play date. It will make the whole town

OIL PAINTINGS

Beautify your lobby and you will see new faces at the box office. You can procure a set of Oil Paintings on "Another Scandal," consisting of

1—30x40
and
2—20x30

These are so made that you can unhook the two frames making two separate paintings.

You can secure these direct from the National Photographers, 719 Seventh Avenue, New York City, or through your local Hodkinson exchange.

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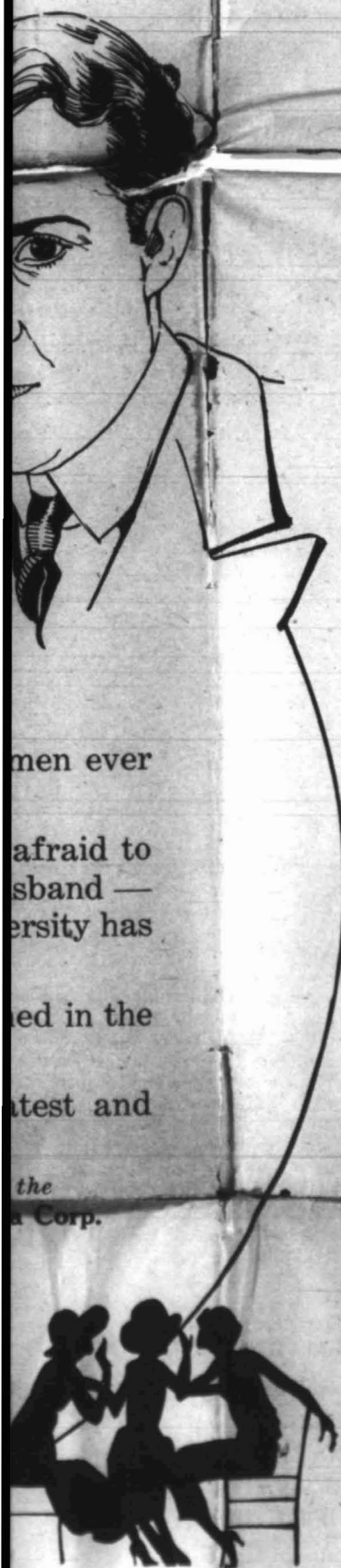
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Seventh Avenue, New York City, or
through your local Hodkinson ex-
change.

SOME EXPLOITATION IDEAS TO HELP YOU IN GETTING THE ATTENTION OF THE PUBLIC

How to Use the Title:

In "Another Scandal" you have a wonderful title to work with. It attracts instantaneous attention because it tells that the picture is of the type that has the greatest public appeal. Play up the title boldly in all your advertising. It would be well to take billboard space in advance of the showing of the picture for the following notice:

"Another Scandal"
Will be Disclosed at the
Theatre (date).

This will arouse the curiosity of the town. You can follow it up with a notice announcing Lois Wilson in the picture.

The Star:

Lois Wilson through her charming personality and her photoplays which have always been of the most whole-

some type and among the finest things of the screen—is the favorite of thousands of fans. She is the leading woman in the great screen epic, "The Covered Wagon" and played opposite Rudolph Valentino in "Monsieur Beaucaire." These two pictures alone have gained for her innumerable followers. A theatre where a Lois Wilson picture is playing is always crowded, so don't fail to flourish her name.

The Author and the Story:

"Another Scandal" is the screen version of the novel of the same name by the eminent author, Cosmo Hamilton. The book is one of the foremost of Hamilton's works and ranks amongst the best sellers of the day. The vast reading public which enjoyed the novel is waiting eagerly to see the picture. Be sure to give a prominent place in your billing to the fact that "Another Scandal" was adapted from Cosmo Hamilton's latest and greatest novel.

Street Ballyhoos:

Flapper—

As "Another Scandal" is a story of the flapper after she is married, a good ballyhoo would be a girl dressed very attractively as a flapper. Either a card on her back or a slip which she gives out should read: "I am a typical flapper. Do you know what becomes of me after marriage? See 'Another Scandal,' the screen version of Cosmo Hamilton's latest and greatest novel at the Theatre."

Scandal-Mongers—

If you could get three women to stand on a prominent corner with their heads close together, whispering as if they were repeating scandal, it would be a whale of a stunt. They could support a pole to which a banner could be attached reading: "'Another Scandal' at the Theatre. With Lois Wilson and a brilliant cast."

Throwaways:

Print in large type any of the following pieces of copy for a throw-away:

1. What becomes of the flapper? See "Another Scandal," starring Lois Wilson at the Theatre.
2. What are the requisites of a suc-

Cash In on an Easy Tie-up With the Bookstores



GROSSETT and Dunlap have published a special motion picture edition of "Another Scandal," Cosmo Hamilton's latest and greatest novel from which the motion picture has been made.

This edition has an attractive jacket and is profusely illustrated with stills from the photoplay.

Every advertising and exploitation facility of the publisher is at your disposal. Lose no time in arranging window displays with the bookstores, drugstores handling books, and department stores of

your town. Have them put in their windows stills of the picture or an oil painting panel and an announcement card stating that the screen version of "Another Scandal," one of the season's best sellers, is playing at your theatre.

cessful marriage? See Lois Wilson in "Another Scandal" at the Theatre.

3. Is trickery justified in marriage? See "Another Scandal," the screen version of Cosmo Hamilton's latest and greatest novel with Lois Wilson and a brilliant cast.

Special Showing for Flappers:

As Beatrix, the heroine of "Another Scandal," is an "ex-flapper" who has not outgrown her "girl-stuff" even though she has married and become a mother, a special showing for flappers would be a good stunt. Advertise it widely. Fix a certain night for a performance for flappers. Tell them to bring their sweethearts to show them "the future of the flapper" and to give them a better understanding of "girl-stuff."

Sermons

In a casual conversation start an argument with a minister on the subject of modern marriage or the flapper as a mother, etc., finally leading up to the inquiry of "Why don't you preach a sermon on it?" Get one on each side. Do this shortly before you announce booking the picture and in the first paper after the sermon announce the picture. Tip off the papers so they will have reporters in the church to cover the sermon.

Window Displays

Besides the wonderful window displays you can get on the motion picture edition of the book, mentioned elsewhere, you should very easily effect window-tie-ups with the following:

Women's Wear Shops:

Get the women's wear shops and department stores to fix window displays and to place a card in the window reading something like the following: "'Another Scandal' will be avoided if you wear clothes like these.

Dress well and hold your husband. See how Lois Wilson does it in the screen version of Cosmo Hamilton's latest novel, "Another Scandal," starring Lois Wilson at the Theatre."

Drug Stores and Beauty Shops:

Get the drug-stores to carry out the same idea with a window display of cosmetics. The copy in the window should read: "Don't let there be 'Another Scandal.' Keep beautiful and keep your husband. See how Lois Wilson does it in 'Another Scandal,' the screen version of Cosmo Hamilton's latest novel, now playing at the Theatre."

Grocer and Butcher:

You can effect the same kind of tie-up with the grocer, the butcher, etc. A card in the window should admonish housewives to keep their husbands by keeping them well-fed and thus prevent "Another Scandal."

Newspaper Advertising

Aid the advertising manager of your local paper in procuring a double page spread of co-operative advertising from the merchants mentioned above. Tell him that you will take ample space for your theatre advertisement and he will be glad to work with you.

Newspaper Tie-ups Special Articles:

Get the woman's page or magazine editor to run special articles on "Flapperism as a Preparation for Marriage," "The Requisites for a Happy Marriage," "How Should a Woman Be Handled?" and other questions pertaining to the story. Be sure to tell him to mention "Another Scandal" as an example of his point.

"ANOTHER SCANDAL"

HODKINSON
Release



Lois Wilson



in

SCANDAL

By COSMO HAMILTON

Here's the biggest battle of wits between two women ever shown in a picture.

One of them a clever little gold-digger who is not afraid to try every trick in the bag to win another woman's husband — the other a wife who through a streak of feminine perversity has sent her husband away.

Both have beauty and brains—both have been trained in the school of flapperism. WHICH ONE WILL WIN?

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Screen Adaptation
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Tilford Cinema Corp.

An E. H. Griffith Production


HODKINSON
release

AT THE CAPITOL THEATRE

..... (date)



Four-Column Ad Cut No. 5

What Becomes of the
Flapper?

SEE

"Another Scandal"

Starring Lois Wilson

..... (date)

At the Theatre

Naughty!

Naughty!

But Oh,
So Very Nice



**ANOTHER
SCANDAL**




HODKINSON
Release

Adapted by
G. Marion Burton

From the novel by
Cosmo Hamilton

Nothing fazes the modern girl
when she makes up her mind to
get a man—even if he's another
woman's husband.

An intriguing story starring

LOIS WILSON

Now Playing at the
Capitol Theatre

One-Col. Ad Cut No. 1

Teaser Campaign

Begin using this Teaser Campaign in your newspaper one week before your play date. It will make the whole town wild with curiosity. Try to get the same position on the page for your ad each day.

1. SSH! DON'T TELL A SOUL!

2. I don't like to talk about people but—

3. Yes! Another Scandal!

4. You'll learn about Another Scandal in three days.

5. The day after tomorrow, Another Scandal will be disclosed.

6. Be prepared to hear about Another Scandal tomorrow!

7. "Another Scandal"

The great story of wives, gold-diggers and flappers will be shown at the theatre for beginning tomorrow.

Adapted from Cosmo Hamilton's latest and greatest novel with Lois Wilson and a brilliant cast.

OIL PAINTINGS

Beautify your lobby and you will see new faces at the box office. You can procure a set of Oil Paintings on "Another Scandal," consisting of

1—30x40
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2—20x30

These are so made that you can unhook the two frames making two separate paintings.

You can secure these direct from the National Photographers, 719 Seventh Avenue, New York City, or through your local Hodkinson exchange.

Mail Campaign Letter

Dear Sir: (or Madam)

A great star in a great story by a great author makes a great picture. That's why "Another Scandal" is one of the best photoplays of the year.

It's the screen version of Cosmo Hamilton's latest novel, an absorbing study of the modern girl after she has married and "settled down." It throws new light on the increasing marriage question. It calls attention to facts which cause so many marriages to end in disaster.

Charming Lois Wilson heads a brilliant cast, including Holmes Herbert, Ralph Bunker, Flora Le Breton, Hedda Hopper, Zeffie Tilbury and Bigelow Cooper.

"Another Scandal" will be shown at the Theatre The whole town will be talking about it, and you'll feel "out of it" if you miss it.

Cordially,

Manager.

Post Card

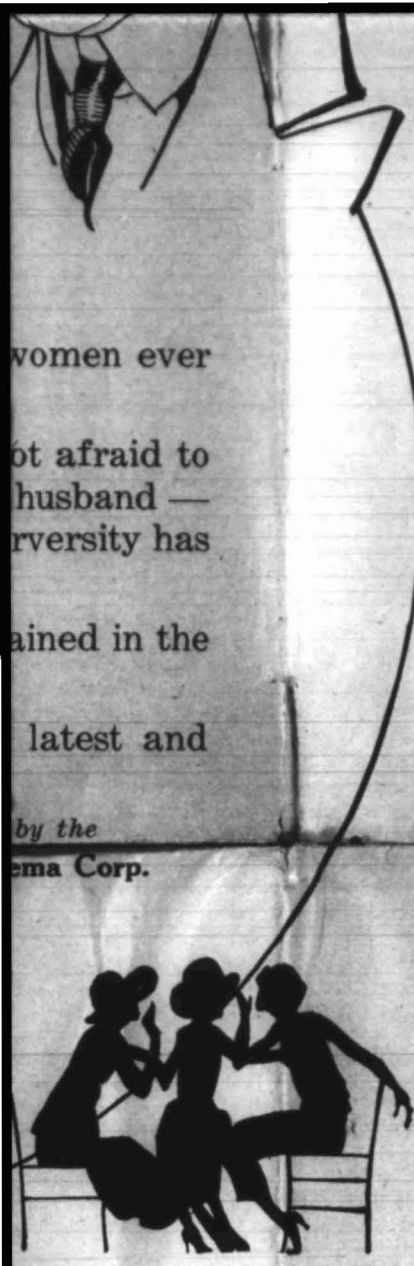
Dear Sir: (or Madam)

The screen version of Cosmo Hamilton's latest and greatest novel, "Another Scandal," starring Lois Wilson, comes to the Theatre

I know you won't want to miss it because it's one of the outstanding photoplays of the season.

Cordially,

Manager.



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by the
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Paint-
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"ANOTHER SCANDAL"

A
HODKINSON
Release



Starring

LOIS WILSON

in the Screen Version of

Cosmo Hamilton's latest and
greatest novel

A story of a clever wife, a charming
little gold-digger, and a husband
who knew nothing about women.

An E. H. Griffith Production

Screen Adaptation by
G. Marion Burton

Produced by the
Tilford Cinema Corp.

Now Playing at the Capitol Theatre

Two-Column Ad Cut No. 3

Lois Wilson

in



Wiz - wiz - wiz
on the door-
step.

Buzz - buzz -
buzz over the
teacups.

That's the way
the gossip
spread.

"Another Scandal"



From the great novel by
Cosmo Hamilton

A remarkable story of a wife
who hadn't outgrown her "girl-
stuff" and a husband who knew
nothing about women.

An E. H. Griffith Production

Adapted by

G. Marion Burton

Produced by

The Tilford Cinema Corp.

..... (date)

At the Capitol Theatre

One-Col. Ad Cut No. 2

Live-Wire Press Mater Real News of a

What Becomes of the Flapper?

By COSMO HAMILTON

Author of "Another Scandal," from which the great motion picture, starring Lois Wilson, has been adapted.

The flapper of today is a much misunderstood animal.

She is made of exactly the same ingredients of the flapper of other days, but does with startling honesty what they used to do behind their hedge of humbug.

She has discarded deceit with her pretensions and from

the day upon which she declared herself openly the possessor of a pair of legs scrapped all the old conventions.

She believes herself to be a woman at sixteen and, having no mysteries to discover she wastes no time in peering at life through a keyhole. She is out in the open, fearless and sophisticated, sound and healthy, on equal terms with men.

And, finally, when flapperism and girl-stuff have all been spent, she becomes a perfectly amenable and very wise young woman ready and willing to settle down into the mother of the future.

REVIEWS

HAMILTON STORY IS FINE PICTURE

"Another Scandal," Starring Lois Wilson, Has New Angle on Marriage.

"Another Scandal," starring Lois Wilson, which opened at the Theatre yesterday, is a fine screen treatment of Cosmo Hamilton's great novel of the same name.

It is a story of marriage and brings out the fact that a girl may be a wife and a mother and still not have outgrown her "girl stuff"—and that the average man doesn't understand this a bit.

When Beatrix Pelham had a temperamental spree and sent her husband away from her, May Beamish stood waiting to take advantage of the rift in the lute. Any man would fall for May—providing that he was the "falling" kind, which is exactly what Pelham wasn't. Nevertheless, it took a good deal to squelch "our wee friend, May," and she very nearly succeeded in making an ideal marriage end in disaster.

The picture is an engrossing one because it is so human and is so excellently acted. Lois Wilson as the wife, Holmes Herbert as the husband, Ralph Bunker as his friend, and Flora Le Breton as the little thing who has no success with her vamping, are perfectly cast. Others who do good work are Hedda Hopper, Bigelow Cooper, Zeffie Tilbury, Ralph W. Chambers, Harry Grippe and Alan Simpson.

Credit should go to G. Marion Burton, who made the screen adaptation, and E. H. Griffith, director, for so finely bringing out the thesis of Hamilton's book.

This is a domestic drama taken from a new angle, and a very interesting one. Be sure and include this on your film list this week.

ANOTHER SUCCESS FOR LOIS WILSON

Famous Star at Her Best in "Another Scandal," a Tale of Marriage.

Charming Lois Wilson adds a new one to her already long list of screen triumphs with "Another Scandal," the picturization of Cosmo Hamilton's latest novel.

As Beatrix Franklin, the wife who means the opposite of what she says and becomes angry at her husband for not knowing it, she is excellent; so are the rest of the cast. There is not one player who does not do justice to his or her part, and the beauty of it all is that everyone has a good part to work in. Holmes Herbert plays the unfortunate husband who doesn't understand women; Ralph Bunker is seen as the "poor devil of a poet in goggles" who would go through hell for Beatrix. Alluring Flora Le Breton portrays May Beamish, the little gold-digger who has no compunction about vamping a husband belonging to someone else. Hedda Hopper, Bigelow Cooper, Zeffie Tilbury, Ralph W. Chambers, Harry Grippe and Alan Simpson have the other important roles.

G. Marion Burton, who made the screen adaptation, and E. H. Griffith, director, have adhered to the spirit of Hamilton's novel. The story is an intriguing one. It is a domestic drama with a new angle—one that gives a clear insight into the feminine nature as well as into the masculine mind and marriage.

The picture is beautifully photographed, the sets obviously being made and the locations chosen to accord with Hamilton's note of luxury.

"Another Scandal" is fine entertainment. You won't want to miss it.

(Stories to be used during the showing of the picture).

LOIS WILSON CALLS THIS HER FAVORITE

Star Likes Her Role in Cosmo Hamilton Story, "Another Scandal."

At last, clever, lovable, perverse Beatrix, heroine of Cosmo Hamilton's latest and greatest novel, "Another Scandal," has been brought

on the screen in the person of charming Lois Wilson.

As the modern girl who has not quite outgrown her "girl-stuff" even though she has become a wife and a mother, Miss Wilson adds another splendid characterization to her already long list of screen portrayals.

This winsome star was born in Pittsburgh, Pa., and was educated in Alabama. She began her screen career as the representative of Alabama in a Universal Beauty Contest, and has a long list of screen successes to her credit, among them "Miss Lulu Bett," "The World's Champion," "Is Matrimony a Failure?" "Our Leading Citizen," "Manslaughter," "Bella Donna," "Only 38," "Icebound," that great epic "The Covered Wagon," and "Monsieur Beaucaire," in which she played opposite Rudolph Valentino.

Of all her pictures "Another Scandal," she said, is the one she likes best. She is ideally suited for her part in this production in which she sustains her reputation as one of the finest actresses on the screen.

Holmes Herbert has the leading masculine role in "Another Scandal," now being shown at the Theatre.

For a Herald

To make an inexpensive and attractive herald is easy. Use any of the cuts and copy from any of the ads, shorts, catchlines, program reader, etc.

You have a wealth of material to choose from, and all of it has been designed to get the picture over with a punch.

DESERTED HARVARD FACULTY FOR STAGE

Here's another college instructor who deserted the classroom for the stage. Ralph Bunker, who plays the role of Malcolm Fraser, the "poet in goggles," in "Another Scandal," now playing at the Theatre, had the distinction of being the youngest member of the Harvard faculty.

After graduating from Harvard he was elected instructor in public speaking and interpretation of dramatic literature. He filled this position for three years before going on the professional stage and playing the leading role in Cosmo Hamilton's successful play, "The Blindness of Virtue."

Then followed leads in successive New York productions: "Omar the Tentmaker" with Guy Bates Post, comedy lead in "Good Gracious, Annabelle"; stardom en tour in "The Very Idea"; leads in the Al Woods

(Take these stories to your Editor)

SHE COULD BUT SH

Flora Le Breton Saves Her Feminine Wiles for the Movies.

TALKS ABOUT NEW FILM

She's Afraid "Another Scandal" Will Make Her Unpopular With the Women.

Little Flora Le Breton has the English flapper down to a T in "Another Scandal," the screen version of Cosmo Hamilton's latest novel, which will be shown at the Theatre next As "the hardened little reprobate," she is vicious with a vengeance. She is as full of life as a healthy kitten; so pretty that Westbrook Pegler, that hardened, satirical dramatic critic, who saw her at work in the studios, was momentarily shocked out of his indifference; and as wholesome as any girl that ever lived.

She is a little thing, blonde, blue-eyed, with a pretty, oval face, a graceful figure and an exceedingly attractive smile. When she grins one grins with her, only she doesn't grin—oh! my no. That is entirely sacrilegious. She smiles! It's lucky that this husband that Cosmo Hamilton wrote of is a super-man, because even the sphinx would condescend to a little flirtation with this maid.

With this preliminary introduction, she rises to speak:

"I love this play, but I am afraid that I have a part that will make me unpopular with the women"—notice she didn't say men—"and that I sincerely regret for, honestly, I am not at all like the part I portray in the picture." All very true, but the way she interprets the part shows that she could raise merry Cam with many a family if she chose.

"I have been really delighted with working in the picture and I think Lois Wilson has greatly enhanced her

reputation by the way she has done it. As to where she has done it, she has done it in the English style of flapperism, and of course I'm English, you know. I used to get a great deal of fun—and incidentally shock—out of fun—and mimicking some of the parents—by pers I saw on the street, embryo flap-

"When I came to America I received an offer from a motion picture concern and later went to Miami to make this picture. It's funny how some things will affect your work, isn't it? I had no idea that my schooling in English flapperism was fitting me for a role in this picture."

"I believe the film itself is one of the best which will be produced this year and is bound to be a big success."

"Why do you think that?" she was asked.

"Well, half the people who go to the movies go to see a vampire. The other half go to see the vampire hero so that they can flirt with the hero's place. I wish they were this last half is."

The subject was has "What do you think daily changed."

Material Giving of a Great Photoplay

(Take these stories to your Editor before the run of the picture).

SHE COULD VAMP, BUT SHE DOESN'T

Flora Le Breton Saves Her
Feminine Wiles for the
Movies.

TALKS ABOUT NEW FILM Battle Between English and

MODERN GIRLS HAVE INTERESTING CLASH

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"I have been really delighted with working in the picture and I think Lois Wilson has greatly enhanced her

reputation by the way she has done in it. As to where I learned the English style of flapperism, why in England, of course I'm English, you know. I used to get a great deal of fun—and incidentally shock—by mimicking some of the embryo flappers I saw on the street.

"When I came to America I received an offer from a motion picture concern and later went to Miami to make this picture. It's funny how some things will affect your work, isn't it? I had no idea that my school flapperism was fitting in for a role in this picture.

"I believe the film itself is one of the best which will be produced this year and is bound to be a big success."

"Why do you think that?" she was asked.

"Well, half the people who go to the movies go to see a vampire. Those are the women. The other half go to see the vampire hero so that they can wish they were in the hero's place. I won't say who this last half is."

The subject was hastily changed. "What do you think of Cosmo Hamilton's model husband?"

American Flapperism in "Another Scandal."

"When Greek meets Greek" has long been a classic saying. "Another Scandal," which comes to the Theatre for a run next promises to modernize it as much as Henry Ford has modernized the hard-riding ox-cart.

Once upon a time—this isn't a bed-time story—the movie man's job was so easy that he never realized his ease. New things were plentiful then and it takes many a picture to wear out a single new thing. Times have changed, however, and now the movie man has as hard a job as a one-eyed man eating a juicy grapefruit.

New Things are decidedly scarce and the competition is keen. However, a New Thing has been discovered in "Another Scandal," when a contest is staged between two totally different types of flappers with the result hanging in the balance for a long time. It is a contest that makes one ask: Does the American flapper learn more about ways and means of handling men than does the English flapper?

Beatrice Pelham in "Another Scandal" is a young wife who has been learning in the school of American flapperism for four years. May Beamish for an even longer time has been an adherent of English flapperism. The prize in this case is Beatrice's husband, Pelham. May flies the flag of sex with a vengeance; she is "the cute little thing" to whom life has been unkind. Beatrice's years of flapperism have taught her to be a true pal to her husband but a streak of perversity, a kink of "girl-stuff" has made her send him away. Both girls have brains and use them. Beatrice wins in the end but by no

means easily for "wee friend May" gives her a worthy battle. Because Pelham has been on Beatrice's side from the first it would not be entirely fair to conclude that the American flapper knows more about men than her English sister. The flapper (God bless her) is a thoroughly capable person, no matter what country she claims as her native land.

Lois Wilson portrays Beatrice in "Another Scandal" and little Flora Le Breton, an English girl herself, plays the English flapper. Both characterizations are said to be letter perfect—which is one of the reasons for the picture's being one of the most humanly interesting films of the year.

"Another Scandal" was adapted by G. Marion Burton from Cosmo Hamilton's latest and greatest novel of the same name.



"ANOTHER
SCANDAL"

A HODKINSON
RELEASE~

Two-Column Scene Cut No. 1

(To Get 'Em Interested Use This Reader in Your Program Before
You Run the Picture.)

LOIS WILSON in "ANOTHER SCANDAL"

From Cosmo Hamilton's latest and greatest Novel

WITH

HOLMES HERBERT, FLORA LE BRETON, RALPH
BUNKER, ZEFFIE TILBURY, HEDDA HOPPER
and BIGELOW COOPER.

It's a rare husband who knows when his wife means the opposite of what she says. When Beatrice meant "stay," she said "go." Pelham didn't want to, but he went because he loved her. And she punished him by flirting with Alec Greenwood.

By her feminine perversity Bee broke the thread of her perfect marriage. Pelham left, and "wee friend May," who had been angling for him for a long time, stood ready to take advantage of the rift in the lute.

When a woman makes up her mind to get a man, only another woman can save him. Beatrice came to her senses when it was almost too late. How was she to save her husband who was walking blindfolded into May's neat trap?

Here's one of the greatest battle of wits between two women ever shown on the screen. "Another Scandal" deals with the marriage question from a new angle. It throws new light on many vital problems.

You can't afford to miss it!

(Story to be used during the showing of the picture)

IS ALL FAIR IN THE LOVE GAME?

Lois Wilson Says "Trickery" Is
Justified If It's Hon-
orable.

Is a woman ever justified in win-
ning the man she loves by a trick?

It's an interesting question, and since Lois Wilson in the screen ver-
sion of Cosmo Hamilton's story, "An-
other Scandal" playing at the

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after.

"Beatrice was justified in outwitting
May and the unsuspecting Pel, not
merely because he was her husband
but because she knew he loved her
and she loved him.

"Speaking generally, I do not think
it is wrong for a girl in love with a
man whom she knows is sincerely in
love with her to trick him into utter-
ing his love when for some reason he
fails to do so. I think that much of

REVIEWS

HAMILTON STORY IS FINE PICTURE

"Another Scandal," Starring Lois Wilson, Has New Angle on Marriage.

"Another Scandal," starring Lois Wilson, which opened at the Theatre yesterday, is a fine screen treatment of Cosmo Hamilton's great novel of the same name.

It is a story of marriage and brings out the fact that a girl may be a wife and a mother and still not have outgrown her "girl stuff"—and that the average man doesn't understand this a bit.

When Beatrix Pelham had a temperamental spree and sent her husband away from her, May Beamish stood waiting to take advantage of the rift in the lute. Any man would fall for May—providing that he was the "falling" kind, which is exactly what Pelham wasn't. Nevertheless, it took a good deal to squelch "our wee friend, May," and she very nearly succeeded in making an ideal marriage end in disaster.

The picture is an engrossing one because it is so human and is so excellently acted. Lois Wilson as the wife, Holmes Herbert as the husband, Ralph Bunker as his friend, and Flora Le Breton as the little thing who has no success with her vamping, are perfectly cast. Others who do good work are Hedda Hopper, Bigelow Cooper, Zeffie Tilbury, Ralph W. Chambers, Harry Grippe and Alan Simpson.

Credit should go to G. Marion Burton, who made the screen adaptation, and E. H. Griffith, director, for so finely bringing out the thesis of Hamilton's book.

This is a domestic drama taken from a new angle, and a very interesting one. Be sure and include this on your film list this week.

CATCHLINES

A story of a wife who hadn't outgrown her "girl-stuff" and a husband who knew nothing about women.

It's a rare husband who knows when his wife means the opposite of what she says.

A great star in a great story by a great author.

It was a game—the death of her youth, she called it—but it broke the delicate thread that holds a marriage together.

He was a "born husband" and she a born flapper whose daring escapades had shocked all New York. Could these two make a success of marriage?

When a woman makes up her mind to get a man only another woman can save him.

They had love, loyalty and humor—all the requisites of a successful marriage—but a streak of feminine perversity wrecked their happiness.

She flew the flag of sex, she used every trick in the bag to win another woman's husband.

You can never tell what a woman will do when the imp is on her shoulder.

ANOTHER SUCCESS FOR LOIS WILSON

Famous Star at Her Best in "Another Scandal," a Tale of Marriage.

Charming Lois Wilson adds a new one to her already long list of screen triumphs with "Another Scandal," the picturization of Cosmo Hamilton's latest novel.

As Beatrix Franklin, the wife who means the opposite of what she says and becomes angry at her husband for not knowing it, she is excellent; so are the rest of the cast. There is not one player who does not do justice to his or her part, and the beauty of it all is that everyone has a good part to work in. Holmes Herbert plays the unfortunate husband who doesn't understand women; Ralph Bunker is seen as the "poor devil of a poet in goggles" who would go through hell for Beatrix. Alluring Flora Le Breton portrays May Beamish, the little gold-digger who has no compunction about vamping a husband belonging to someone else. Hedda Hopper, Bigelow Cooper, Zeffie Tilbury, Ralph W. Chambers, Harry Grippe and Alan Simpson have the other important roles.

G. Marion Burton, who made the screen adaptation, and E. H. Griffith, director, have adhered to the spirit of Hamilton's novel. The story is an intriguing one. It is a domestic drama with a new angle—one that gives a clear insight into the feminine nature as well as into the masculine mind and marriage.

The picture is beautifully photographed, the sets obviously being made and the locations chosen to accord with Hamilton's note of luxury.

"Another Scandal" is fine entertainment. You won't want to miss it.



"ANOTHER SCANDAL"
ALHODKINSON RELEASE
One-Col. Scene Cut No. 1

(Story to Be Used Before Run of Picture)

HERBERT IS LEAD FOR LOIS WILSON

Holmes Herbert, who has the leading masculine role opposite Lois Wilson in "Another Scandal," the picturization of Cosmo Hamilton's great novel, which comes to the Theatre for run next was born in Ireland and educated in England. He has appeared on the American stage for seven years and in pictures for Paramount, Fox, Vitagraph, Selznick and First National.

His pictures include "My Lady's Garter," "A Doll's House," "Right to Love," "The Truth About Husbands," "Wild Goose," "Any Wife," "Evidence," "A Woman's Woman" and "The Enchanted Cottage."

Matrimony a Failure?" "Our Leading Citizen," "Manslaughter," "Bella Donna," "Only 38," "Icebound," that great epic "The Covered Wagon," and "Monsieur Beaucaire," in which she played opposite Rudolph Valentino.

Of all her pictures "Another Scandal," she said, is the one she likes best. She is ideally suited for her part in this production in which she sustains her reputation as one of the finest actresses on the screen.

Holmes Herbert has the leading masculine role in "Another Scandal," now being shown at the Theatre.

For a Herald

To make an inexpensive and attractive herald is easy. Use any of the cuts and copy from any of the ads, shorts, catchlines, program reader, etc.

You have a wealth of material to choose from, and all of it has been designed to get the picture over with a punch.

DESERTED HARVARD FACULTY FOR STAGE

Here's another college instructor who deserted the classroom for the stage. Ralph Bunker, who plays the role of Malcolm Fraser, the "poet in goggles," in "Another Scandal," now playing at the Theatre, had the distinction of being the youngest member of the Harvard faculty.

After graduating from Harvard he was elected instructor in public speaking and interpretation of dramatic literature. He filled this position for three years before going on the professional stage and playing the leading role in Cosmo Hamilton's successful play, "The Blindness of Virtue."

Then followed leads in successive New York productions: "Omar the Tentmaker" with Guy Bates Post, comedy lead in "Good Gracious, Annabelle"; stardom en tour in "The Very Idea"; leads in the Al Woods farces, "Ladies' Night," "Girl in the Limousine," etc., and last season comedy lead in the delightful Molnar comedy, "Fashions for Men," in which O. P. Heggie starred. This autumn he is to portray the comedy lead in Cosmo Hamilton's new play, "Society."

His picture career includes parts with both the Talmadges and with Catherine Calvert and lead with Marguerite Clark in "Scrambled Wives."

Lois Wilson is starred in "Another Scandal," adapted by G. Marion Burton from Cosmo Hamilton's latest novel. Besides Ralph Bunker, Miss Wilson's supporting cast includes Hedda Hopper, Zeffie Tilbury, Bigelow Cooper and Harry Grippe.

GRIFFITH DIRECTS "ANOTHER SCANDAL"

E. H. Griffith, director of "Another Scandal," in which Lois Wilson is starred and which is being shown at the Theatre, is a former newspaper man. For five years he did reporting, editorial work, magazine and feature writing.

His name has been connected with over three hundred successful pictures. Starting back in the days of the old Edison Company, as a scenario writer, he has come steadily to the front. He is a student and an originator of screencraft with a remarkably comprehensive knowledge of photoplay technique. As a scenarist he adapted more than two hundred stories by well known authors, and wrote original works for both stage and screen. During his career as a director many of the foremost screen stars including Lionel Barrymore, Alma Rubens, Marguerite Clark, Alice Brady, Corinne Griffith and Alice Joyce have appeared under his direction.

pretty that Westbrooke Pegier, that hardened, satirical dramatic critic, who saw her at work in the studios, was momentarily shocked out of his indifference; and as wholesome as any girl that ever lived.

She is a little thing, blonde, blue-eyed, with a pretty, oval face, a graceful figure and an exceedingly attractive smile. When she grins one grins with her, only she doesn't grin—oh! my no. That is entirely sacrilegious. She smiles! It's lucky that this husband that Cosmo Hamilton wrote of is a super-man, because even the sphinx would condescend to a little flirtation with this maid.

With this preliminary introduction, she rises to speak:

"I love this play, but I am afraid that I have a part that will make me unpopular with the women"—notice she didn't say men—"and that I sincerely regret for, honestly, I am not at all like the part I portray in the picture." All very true, but the way she interprets the part shows that she could raise merry Can with many a family if she chose.

"I have been really delighted with working in the picture and I think Lois Wilson has greatly enhanced her

reputation by the work she has done in it. As to where I learned the English style of flapperism, why in England, of course I'm English, you know. I used to get a great deal of fun—and incidentally shock my parents—by mimicking some of the embryo flappers I saw on the street.

"When I came to America I received an offer from a motion picture concern and later went to Miami to make this picture. It's funny how some things will affect your work, isn't it? I had no idea that my schooling in English flapperism was fitting me for a role in this picture.

"I believe the film itself is one of the best which will be produced this year and is bound to be a big success."

"Why do you think that?" she was asked.

"Well, half the people who go to the movies go to see a vampire defeated. Those are the women. The other half go to see the vampire flirt with the hero so that they can wish they were in the hero's place. I won't say who this last half is."

The subject was hastily changed.

"What do you think of Cosmo Hamilton's model husband?"

"Well, of course, the play deals primarily with a theme different from the actions of this husband, but my personal opinion is that I could make any man flirt if I had a mind to. Now take you, for instance."

The inquisitive one, who happened to be married, made a graceful if hurried exit through the door at that moment.

His wife was outside.

POPULAR NOVEL IS NOW A PICTURE

The many admirers of Cosmo Hamilton's latest and greatest novel, "Another Scandal," who have been anxious to see a film version of it, will be glad to know that it is coming to the Theatre for a run next

Lois Wilson has the starring role of Beatrix Franklin, and her supporting cast includes Holmes Herbert as the husband, Ralph Bunker as Malcolm Fraser, Flora Le Breton as "our wee friend May," Ralph W. Chambers as "Valentine Beamish," Hedda Hopper as "Elizabeth Mackenzie," Zeffie Tilbury as "Brownie," Bigelow Cooper as the old roue, and Harry Grippe as "Arry Arris."

Love, romance, and a battle of wits between two women of different types, a devoted husband injured to the core by his loving wife, scenes of wonderful beauty, action from the first to the last sequence all combine to make the picture one of the hits of the year. In the book, and in turn on the screen, one of the biggest themes ever conceived has been caught and portrayed. The application of the problem presented is universal. This is one of the chief reasons for its great appeal.

G. Marion Burton adapted the novel for the screen and E. H. Griffith directed.

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ease. New things were plentiful then and it takes many a picture to wear out a single new thing. Times have changed, however, and now the movie man has as hard a job as a one-eyed man eating a juicy grapefruit.

New Things are decidedly scarce and the competition is keen. However, a New Thing has been discovered in "Another Scandal," when a contest is staged between two totally different types of flappers with the result hanging in the balance for a long time. It is a contest that makes one ask: Does the American flapper learn more about ways and means of handling men than does the English flapper?

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"Another Scandal" was adapted by G. Marion Burton from Cosmo Hamilton's latest and greatest novel of the same name.



LOIS WILSON in "ANOTHER SCANDAL" A HODKINSON RELEASE One-Col. Scene Cut No. 2

LAST DAY NOTICE

"Another Scandal," the screen version of Cosmo Hamilton's latest and greatest novel will be shown at the Theatre for the last time tonight.

It is a story of marriage—of the inevitable struggle to overcome the clash of temperament, and avoid the entanglements brought about by the kinks of "girl-stuff" and its lack of understanding on the part of the average man.

Lois Wilson has the leading role. Her supporting cast includes: Holmes Herbert, Ralph Bunker, Flora Le Breton, Ralph W. Chambers, Hedda Hopper, Zeffie Tilbury, Bigelow Cooper, Harry Grippe and Alan Simpson.

The novel was adapted for the screen by G. Marion Burton. E. H. Griffith directed.

(To Get 'Em Interested Use This Reader in Your Program Before You Run the Picture.)

LOIS WILSON in "ANOTHER SCANDAL"

From Cosmo Hamilton's latest and greatest Novel WITH HOLMES HERBERT, FLORA LE BRETON, RALPH BUNKER, ZEFFIE TILBURY, HEDDA HOPPER and BIGELOW COOPER.

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By her feminine perversity Bee broke the thread of her perfect marriage. Pelham left, and "wee friend May," who had been angling for him for a long time, stood ready to take advantage of the rift in the lute.

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You can't afford to miss it!

(Story to be used during the showing of the picture)

IS ALL FAIR IN THE LOVE GAME?

Lois Wilson Says "Trickery" Is Justified If It's Honorable.

Is a woman ever justified in winning the man she loves by a trick? It's an interesting question, and since Lois Wilson in the screen version of Cosmo Hamilton's story, "Another Scandal," playing at the Theatre, keeps her husband by a trick from a woman who is trying to win him by a trick, the popular star essayed to give her opinion on the subject.

"It all depends on the kind of a trick used," said Miss Wilson. "The trick used by Beatrix, Pelham's wife, was entirely honorable and was justified. The trick planned by May Beamish was despicable; the more so because it wasn't even prompted by love. May didn't want to steal Pel from Beatrix because she loved him. She was out to get someone that would provide her with luxury. Of course, she much preferred to have a likeable chap go along with it, but it

was primarily money that she was after.

"Beatrix was justified in outwitting May and the unsuspecting Pel, not merely because he was her husband but because she knew he loved her and she loved him.

"Speaking generally, I do not think it is wrong for a girl in love with a man whom she knows is sincerely in love with her to trick him into uttering his love when for some reason he fails to do so. I think that much of the argument against such a thing comes from the popular connotation of the word 'trick.'

"As far as that goes, life is largely a trick; the world has existed by tricks; and civilization has progressed because of tricks. Centuries ago, man used to adorn himself and show his cleverness in order to attract the woman he desired. Then later, the situation changed and woman now uses tricks to attract the man she desires. Some tricks are honorable and others are not. Primarily, however, I believe, no marriage was ever consummated without one of the parties tricking the other, and none ever will be."

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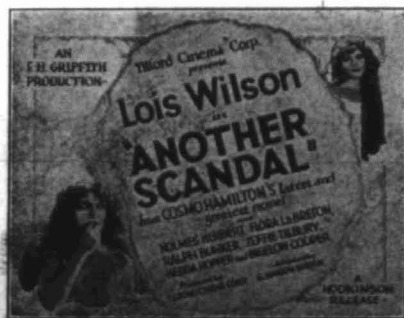
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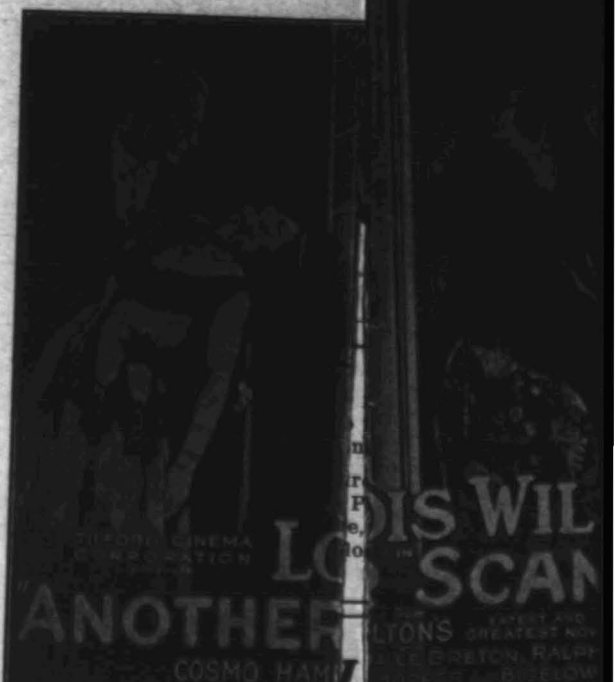
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and
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AN
E.H. GRIFFITH
PRODUCTION



LOIS WILSON
in
"ANOTHER
SCANDAL"

From COSMO HAMILTON'S
latest and greatest novel

WITH
HOLMES HERBERT FLORA LE BRETON
RALPH BUNKER ZEPPE TILBURY
HEDDA HOPPER and ENGELW COOPER

Produced by
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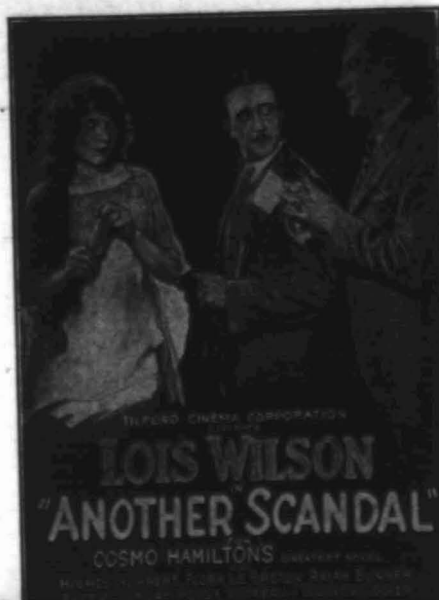
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to
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and
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Will
Fill



LOIS WILSON
"ANOTHER SCANDAL"

COSMO HAMILTON'S LATEST AND GREATEST NOVEL

WITH HOLMES HERBERT FLORA LE BRETON RALPH BUNKER ZEPPE TILBURY HEDDA HOPPER and ENGELW COOPER

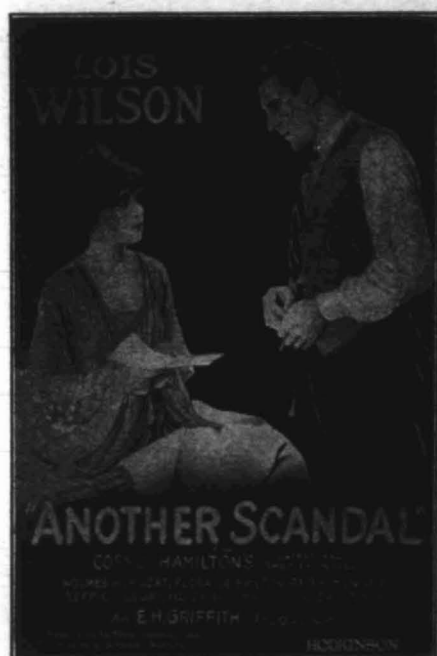
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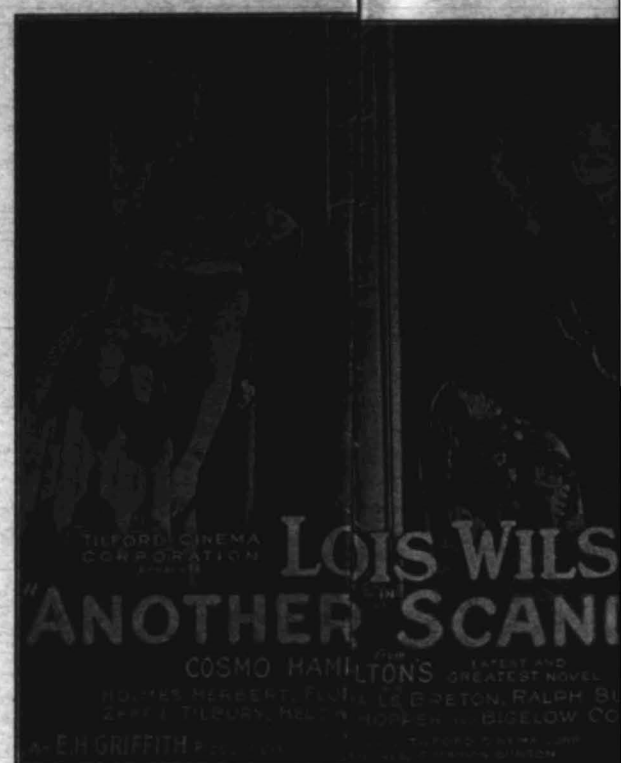


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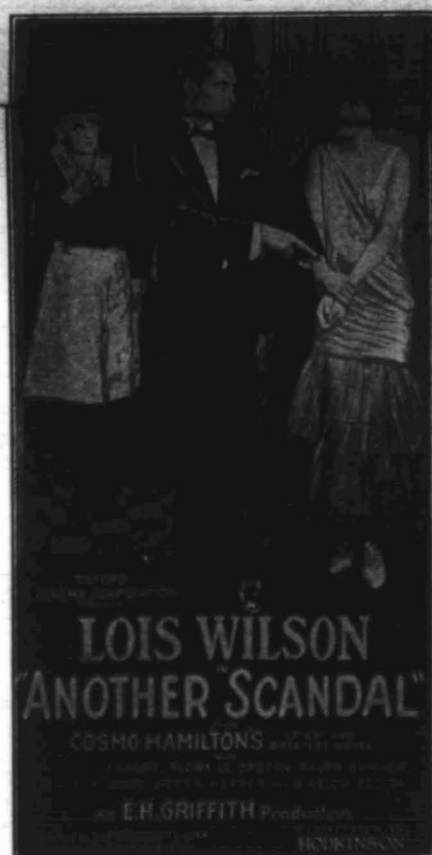


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Appeal



SIX SHEET POSTER



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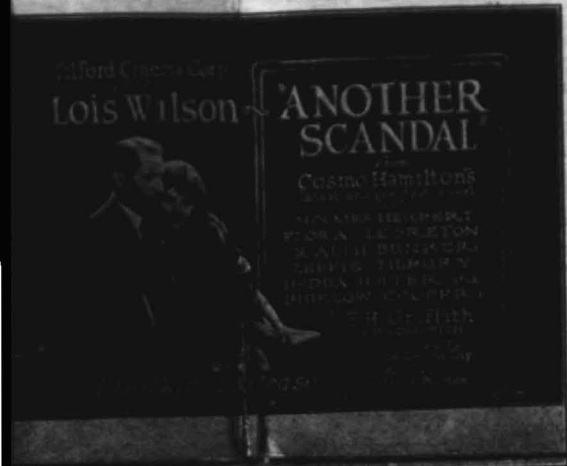


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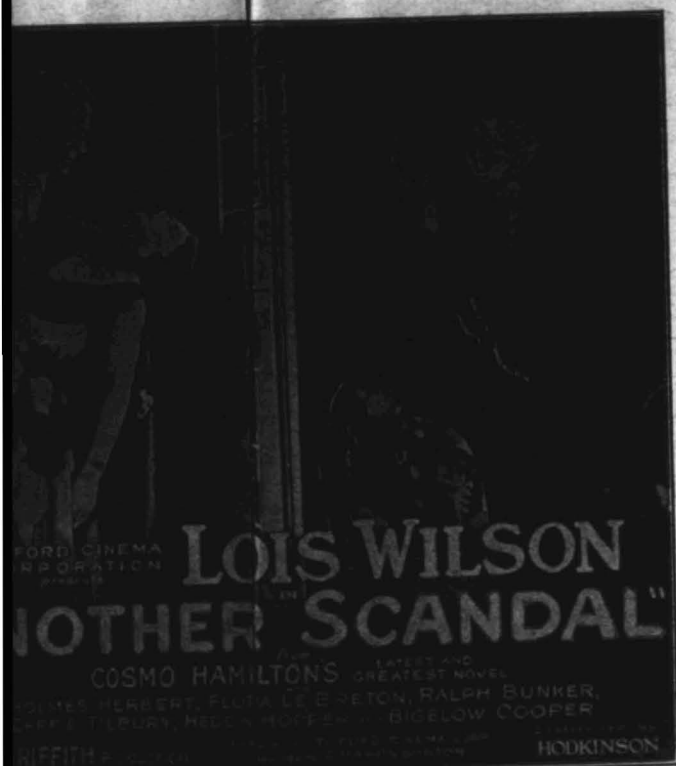
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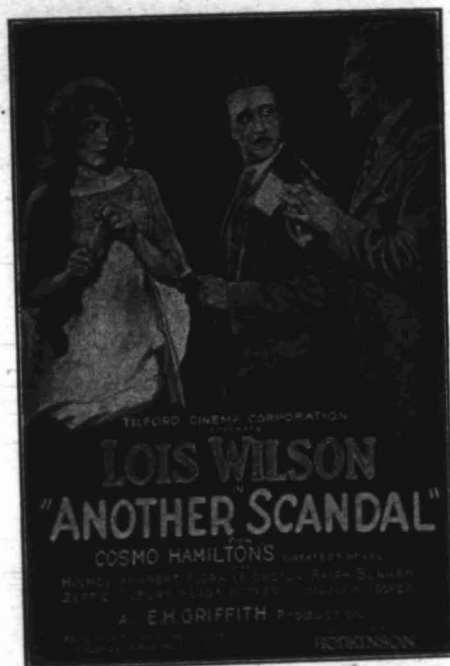


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SIX SHEET POSTER

Put
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Work
and
They
Will
Fill
Your
Theatre



One Sheet Poster 1B



TWENTY-FOUR SHEET POSTER



Three Sheet Poster 3B

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